

OWA COMMUNITY TRANSFORMATION GRANT BIMONTHLY BRIEFING

Prevention Impacts Simulation Model (PRISM)To help health agencies better plan and evaluate interventions, the Centers for Disease Control and Prevention (CDC) funded the creation of the Prevention Impacts Simulation Model (PRISM). PRISM is a large systems model used to simulate trajectories for health and cost outcomes for the entire U.S. population from 1990 to 2040. to 2040.

The PRISM web-based tool helps users make informed intervention decisions by modeling the likely impacts of intervention strategies on population health. By synthesizing the best available evidence from multiple sources, PRISM:

- Models individual and combined interventions; Estimates short- and long-term population health trends;
- Estimates the cost effectiveness of current and proposed program activities;
- Estimates future costs averted.

Interventions modeled are in several broad areas including: medical care (14 interventions), smoking, nutrition and weight loss, physical activity, emotional distress, and particulate air pollution. Interventions act through a range of channels including access, price, promotion, and regulation. Diseases and conditions modeled in detail are heart disease, stroke, diabetes, hypertension, high cholesterol, and obesity. PRISM also accounts for cancers and respiratory diseases related to smoking, obesity, poor nutrition, and physical inactivity. PRISM reports summary measures of mortality and years of life lost, as well as consequent medical and productivity costs of chronic diseases and conditions.

PRISM can help:

- Quantify potential health benefits to support evidence-based strategic planning;
- Develop integrated intervention strategies that have the potential to achieve desired future health outcomes;
- Communicate evidence for specific prevention policies;
- Estimate effectiveness of current or proposed activities; Build stronger coalitions by illustrating projected impacts to
- stakeholders;
- Estimate longer-term projections that can be used to supplement evaluation findings;
- Extend the evaluation time horizon by projecting health and cost outcomes beyond the time frame for observation and measurement.

In sum, PRISM enables leaders interested in improving public health to:

- Experiment with different interventions;
- Anticipate short and long-term effects of interventions;
- Estimate lives saved, costs averted, and improvements in health status for populations of interest.

The PRISM model was developed initially for the CDC-funded Communities Putting Prevention to Work (CPPW) activities. Currently, the PRISM model is only offered to CTG awardees. PRISM will be released publically but to date, there is not a timeline for this release. The PRISM model was used in the Los Angeles County CPPW to develop publications and disseminate findings. The model has also been used by Stanislaus County, CA to develop a sodium reduction mass marketing campaign. The purpose of the campaign is to increase awareness of excess sodium in the diet and encourage the public to reduce sodium intake.

On Page 2 -

- CENTRAL IOWA TOBACCO-FREE PARTNERSHIP
- COUNTY SUCCESS STORIES
 - RURAL CERRO GORDO COUNTY
 - METROPOLITAN LINN COUNTY

Recent News

On February 20, the Centers for Disease Control and Prevention (CDC) notified the lowa team that the CTG grant period will end two years early on September 29, 2014. The Iowa CTG team will continue to work with its 25 grantee counties and state partners during this time period to finish projects, provide information on leveraging sustainability, and to end the grant strongly.

Project director, Kala Shipley, attended the Community Anti-Drug Coalition of America (CADCA) conference in February and provided a poster presentation on the CTG dental referral project. This pilot project provides training on how to incorporated tobacco and blood pressure screenings and referrals into dental visits.

In partnership with the IDPH Division of Tobacco Use and Prevention, the Iowa CTG team provided a webinar on smokefree multi-unit housing on March 27.



A new resource, The Importance of Daily P.E. in Iowa Elementary now available for download on the CTG website.

The Community Transformation Grant is intended to prevent leading causes of death and disability through evidence-based initiatives, environmental and systems change, and strengthening the health infrastructure. A minimum of 50 percent of the grant funds, distributed to local boards of health, must be used for four strategic directions: Tobacco-free living, active living and healthy eating, healthy and safe physical environments, and increased use of high impact clinical prevention services.

























































































Rural County Success Story

The Cerro Gordo County CTG program worked with the North Iowa Regional Housing Authority (NIRHA) to combat secondhand smoke in low-income housing units. The NIRHA oversees 121 housing unit in Cerro Gordo and surrounding counties, and they assist several hundred families with housing assistance. The Cerro Gordo CTG program helped the NIRHA conduct resident surveys on the issue and analyzed the best approach to solutions.

As a result, the NIRHA voluntarily adopted a resolution to require all NIRHA units to be smoke free. This resolution impacts approximately 300 residents as well as countless visitors to the buildings. The Cerro Gordo CTG program has continued to work with the NIRHA to provide education tools and resources to ensure compliance.

Metropolitan County Success Story

This spring, Hilltop Manor and Five Seasons Senior Housing, two affordable senior living multi-unit residential complexes in Linn County, will go 100 percent smoke-free. The Linn County CTG program met with HOMZ Management, the managing agency of the two complexes, and provided information about the benefits of going smoke-free. Sample documents, resources, and Quitline information were provided to HOMZ Management for their use.

As a result, HOMZ Management ended their grandfather clause on smoking for residents and informed their residents that all units would become smoke-free on March 1, 2014, for Hilltop Manor and on April 1, 2014, for Five Seasons Senior Housing. This voluntary policy on smoke-free units will affect 108 residents and units.

Benefits of Smoke-Free Multi-Unit Housing

According to the Smoke-Free Homes website, both tenants and managers/owners benefit from residences that are smoke-free.

Tenants:

- Secondhand smoke is a leading cause of asthma and impacts many other chronic conditions. Visit www.smoke-free.homes.iowa. gov/ for more information on the health impacts of smoking.
- Research shows up to 65 percent of air can be exchanged between connected living units; smoke travels through tiny cracks and crevices which then involuntarily exposes individuals in adjacent units

Managers and owners:

- Apartment turnover costs can be nearly seven times greater when smoking is allowed.
- An estimated 350 lives and over \$286 million were lost in smoking related fires across the U.S. in 2010.
- A smoke-free policy and reduced claims for fire damage can dramatically reduce insurance costs.
- There is no safe level of secondhand smoke and ventilation systems cannot remove the cancer-causing chemicals.

Source: www.smoke-freehomes.iowa.gov/

Central Iowa Tobacco-Free Partnership

One of the four strategic directions for the Iowa Community Transformation Grant focuses on tobacco free living, and the 25 grantee counties are tasked with finding systems-level change opportunities in their area that involve eliminating or reducing tobacco use. Along with worksites, smoke-free multi-unit housing has been an emphasis for many of the CTG counties. CTG programs provide information and technical assistance to property management and owners on the benefits of going smoke-free in their housing units.

For the Polk County CTG program, this focus provided an opportunity to strengthen their efforts and partner with the American Lung Association (ALA). The ALA is a Community Partnership grantee with IDPH's Division of Tobacco Use Prevention and Control and does similar work in the metro area with market-rate properties. They have developed a toolkit, signage, and other materials that the Polk County CTG program incorporated into their own work. The ALA has also been a conduit for the Polk County CTG program in establishing contacts with several local property owners and management.

With this partnership, the Polk County CTG program and the ALA have worked conjointly to meet with the housing property owners and management. The two organizations also share information, such as the initial assessment of the property, and keep in contact.

As a result of this collaboration, guidance and assistance to properties in Polk County has resulted in more than 430 individual housing units going smoke free.

For more information on Smoke Free Multi Unit Housing, visit http://www. smoke-freehomes.iowa.gov/Default. aspx.

To learn more about CTG's efforts with tobacco-free living, go to http://www. idph.state.ia.us/ctg/TobaccoFreeLiving.







